

# Request for Proposal

To develop public information and education (PI&E) campaign materials for Secondhand Smoke Campaign.

Mississippi Department of Health  
Office of Communications  
570 East Woodrow Wilson Drive Suite O-100  
Jackson, Mississippi 39215-1700

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The Mississippi Department of Health is requesting a quote regarding the Secondhand Smoke Campaign. A recent report from the Surgeon General finds that even brief secondhand smoke exposure can cause immediate harm. The Office of Preventive Health would like to alert Mississippians to these findings through print, radio PSAs, fact sheets for legislators and activities on the MDH website.

MDH will furnish copy for posters, PSA script, and information for fact sheets. We have a budget of \$12,000 to accomplish the following:

- Design and print 1,500 18 x 24 full color posters
- Create and record a 30 second radio PSA
- Distribute the radio PSA state-wide requesting they place the PSA in rotation the week of November 13-17 (these are not paid radio spots). Provide a final report on number of PSAs that ran and the time of day. The Great American Smoke Out is November 16.
- Design and print 500 fact sheets for Mississippi legislators for distribution January 2007
- Web page with activities
- Provide all source files for materials created

### **Content of the Proposal**

The firm will work in tandem with MDH staff to form an effective, efficient, and highly creative team to meet the marketing challenges the program faces in their public information and education efforts. The firm selected must:

- Demonstrate knowledge of, and experience with public information and education campaigns, especially public health (two examples only)
- Provide a brief narrative demonstrating knowledge of subject matter in RFP
- Demonstrate experience in production of radio PSAs and marketing pieces (two examples only)
- Demonstrate extensive experience in designing, producing, and printing educational pieces (six examples only)
- Provide an account executive or agency principal to serve as the day-to-day contact, and to make contact as needed
- Have sufficient financial resources available to meet project and production deadlines without advance payment from MDH. (MDH will pay for services, materials, public service announcements upon delivery and receipt of monthly itemized invoices)
- Provide number of years in business and the qualifications and professional experience of staff

## **Budget Content**

Please provide proposed billing rates for the following:

- Discovery meetings
- Meeting notes
- Graphic design
- Photo/image search per hour
- Audio production
- Creative planning
- Material mock-ups
- Source files
- Print supervision
- Copy writing
- Dubbing and distributing PSAs to media
- PSA traffic report
- Web page graphics and animation development

## **Proposal Evaluation**

The following represents the values applied in scoring the proposal submitted:

- 25% Comprehensiveness of services offered pertaining to RFP
- 25% Previous Work/Examples
- 25% Narrative demonstrates understanding and knowledge of program and project
- 10% Years of experience in services requested and area of public health
- 5% Fees for services compare with other proposals
- 5% Mississippi business
- 5% References, CV of Staff (including list of all subcontractors to be used on this project)

## **Standard Conditions**

### **Independent Contractor**

The contractor must perform all services as an independent contractor and must discharge all of its liabilities as such. No act performed or representation made, whether oral or written, by contractor with respect to third parties shall be binding on the Mississippi Department of Health.

### **Specifications & Performance Standards**

The contractor will use the agency's established process, written materials, and interviews with staff to develop, produce, and deliver the project. All concepts, graphic designs and elements, and other materials developed within the terms of this contract will become the property of the Mississippi Department of Health

and, accordingly, will be expected as a deliverable at the end of the contract period.

The Mississippi Department of Health maintains high quality standards in content and production of printed and audiovisual materials.

#### **Budget & Budget Narrative**

Payments will be made from the contractor's monthly invoices in the amounts specified in the proposal upon completion and the Office of Communications's approval of the project components. Invoices must be submitted to the Office of Communications. Payment(s) will be issued within 45 days of receipt of the invoice, provided services have been satisfactorily performed.

The contractor will be responsible for all travel and supply costs associated with performance of outlined services. The contractor will be compensated only for work completed as outlined in the performance standards.

#### **Laws**

This agreement, and all matters or issues collateral to it, shall be governed by, and construed in accordance with, the laws of the State of Mississippi.

#### **Copyrights**

Contractor (i) agrees that the Mississippi Department of Health shall determine the disposition of the title to and the rights under any copyright by contractor or employees on copyrightable material first produced or composed under this agreement and (ii) hereby grants to the Mississippi Department of Health a royalty-free, nonexclusive, irrevocable license to reproduce, translate, publish, use and to authorize others to do so, all copyrighted or copyrightable work not first produced or composed by contractor in the performance of this agreement, but which is incorporated in the material furnished under the agreement, provided that such license shall be only to the extent contractor now has, or before the completion or full final settlement of agreement may require, the right to grant such license without becoming liable to pay compensation to others solely because of such grant.

#### **Personnel**

Contractor agrees that, at all times, the employees of contractor furnishing or performing any of the services specified under this agreement shall do so in a proper, workmanlike, and dignified manner.

Contractor shall be an equal opportunity employer and shall adhere to all affirmative action and other applicable requirements; accordingly, contractor shall neither discriminate nor permit discrimination in its operations or employment practices against any person or group of persons on the grounds of race, color, religion, national origin, handicap or sex in any manner prohibited by law.

**Representation Regarding Contingent Fees**

The contractor represents that it has not retained a person to solicit or secure a State contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except as disclosed in the contractor's bid or proposal.

**Representation Regarding Gratuities**

The bidder, offeror, or contractor represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 7-204 (Gratuities) of the Mississippi Personal Service Contract Procurement Regulations.

**Acknowledgment of Amendments**

Bidders shall acknowledge receipt of any amendment to the solicitation by signing and returning the amendment with the bid by identifying the amendment number and date in the space provided for this purpose on the bid form or by letter. The acknowledgment must be received by the Mississippi Department of Health by the time and at the place specified for receipt of bids.

**Certification of Independent Price Determination**

The bidder certifies that the prices submitted in response to the solicitation have been arrived at independently and without – for the purpose of restricting competition – any consultation, communication, or agreement with any other bidder or competitor relating to those prices, the intention to submit a bid, or the methods or factors used to calculate the priced bid.

**Prospective Contractor's Representation Regarding Contingent Fees**

The prospective contractor represents as a part of such contractor's bid or proposal that such contractor has/has not (use applicable word or words) retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract.

**Procedure for Delivery of Response to Request for Proposals**

Proposals will be reviewed by the Office of Communications. Applicants will be evaluated on their answers to the above questions, including rates, proprietary policies, response time, etc. in addition to work samples.

Deadline: August 16, 2006 5:00 p.m.

MISSISSIPPI DEPARTMENT OF HEALTH

Submit Proposal to:

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Office of Communications  
570 East Woodrow Wilson Drive  
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Jackson, Mississippi 39215-1700  
601-576-7667  
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Bid Award

Award of bid for this project will be decided no later than August 31, 2006.

The Mississippi Department of Health's Office of Communications will notify all bidders of bid award.